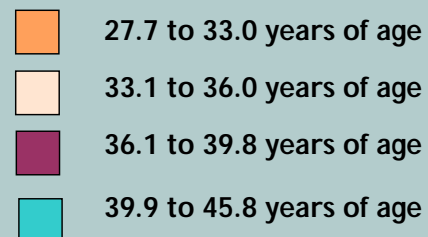
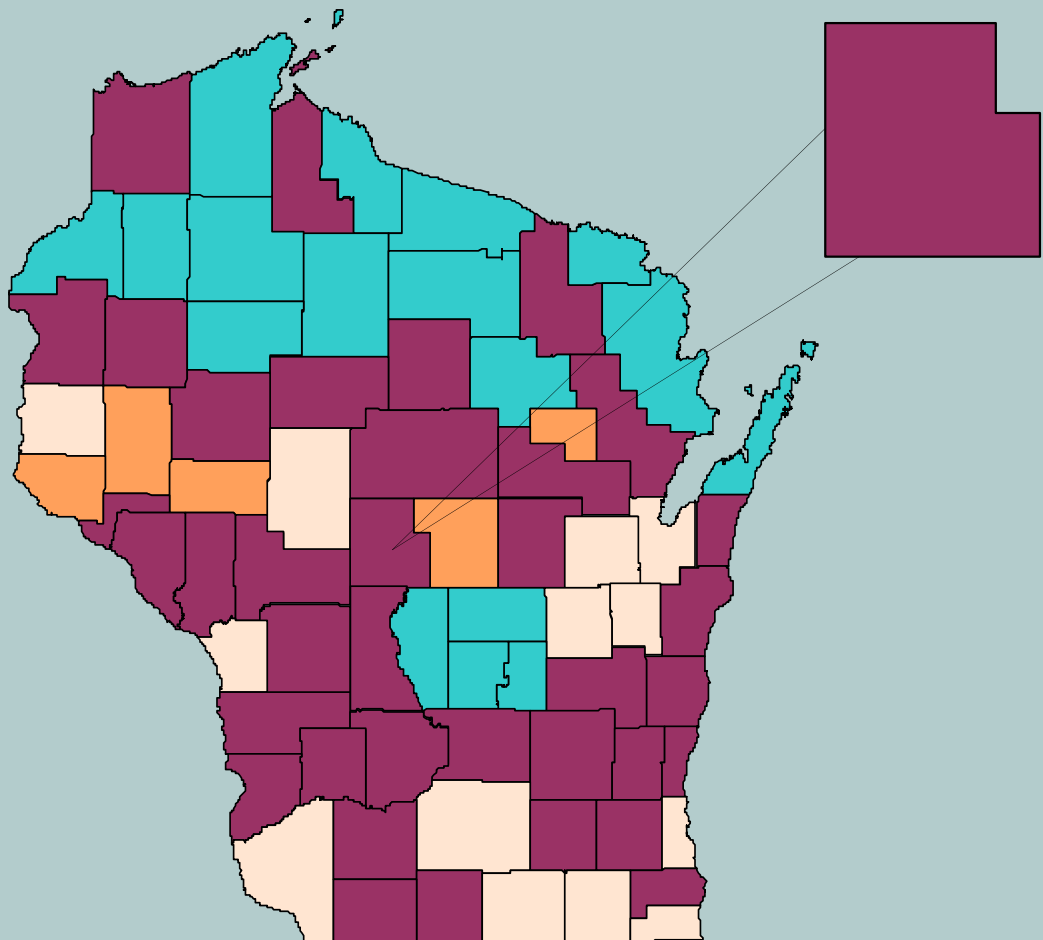


# Wood County Workforce Profile

Median Age by County, 2000



Source: Census 2000 of the United States

Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.





## County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Between the April 2000 Census to the January 2001 population estimates, Wood County grew about 165 people or two-tenths of a percent, appreciably slower than Wisconsin (0.7%) or the United States (0.7%). The Wisconsin Department of Administration that Wood County's net migration (people moving in minus people moving out) accounted for 14 percent of the population growth and natural increase (births minus deaths) accounted for the other 86 percent. The state was much more evenly balanced (53.3 percent of growth attributable to net in-migration) and three neighboring counties had little natural growth or negative natural growth (more deaths than births).

The county's ten largest municipalities are listed below. Between 2000 and 2001, they accounted for nearly 80 percent of the county's population and nearly 72 percent of its population growth. The Wood County portion of the City of Marshfield gained 85 people, which represents over half the county's population growth. The population of Wisconsin Rapids actually went down a small bit. Part of the reason for this may be a move the suburbs

for many. Nekoosa and the areas east of town towards Plover have been attractive areas for expansion for several years.

The 2000 Census reported 70,880 Wood County residents aged 5 years or older and tracked where they had lived in 1995. By this measure, 63.7 percent lived in the same residence as in 1995, which is well above the national average (53.3%) or the statewide average (57.3%). Roughly 24 percent had lived elsewhere within Wood County. Above-average figures for people residing in the same house are reflected in below-average figures for attracting residents from other states or outside the U.S.

Between 1990 and 2000, the Census Bureau estimates that the number of housing units in Wood County grew 9.9 percent while the population grew 3.2 percent. Although the rate of housing vacancy rose very slightly, (from 4.7 percent to 4.9 percent), it remained well below the statewide level (10.2%) or the national level (9.0%). Vacant units for seasonal, recreational or occasional use constituted a tiny fraction of all housing units (1%), much lower than is typically nationally (3.3%) or across Wisconsin (6.3%).

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Wood County	75,555	75,720	0.2%

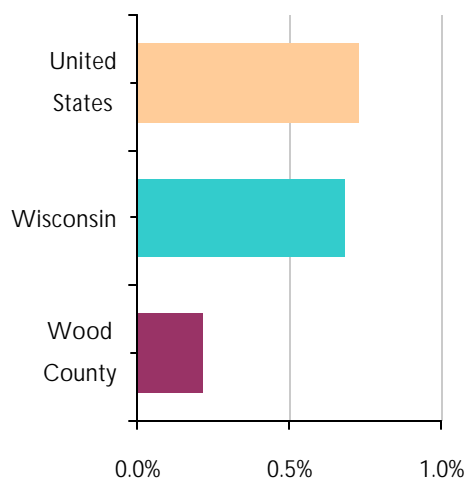
### Ten Largest Municipalities

Marshfield, City *	18,383	18,468	0.5%
Wisconsin Rapids, City	18,435	18,415	-0.1%
Grand Rapids, Town	7,801	7,825	0.3%
Saratoga, Town	5,383	5,390	0.1%
Nekoosa, City	2,590	2,589	0.0%
Port Edwards, Village	1,944	1,941	-0.2%
Lincoln, Town	1,554	1,554	0.0%
Richfield, Town	1,523	1,535	0.8%
Port Edwards, Town	1,446	1,454	0.6%
Rudolph, Town	1,161	1,167	0.5%

\* Wood portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001



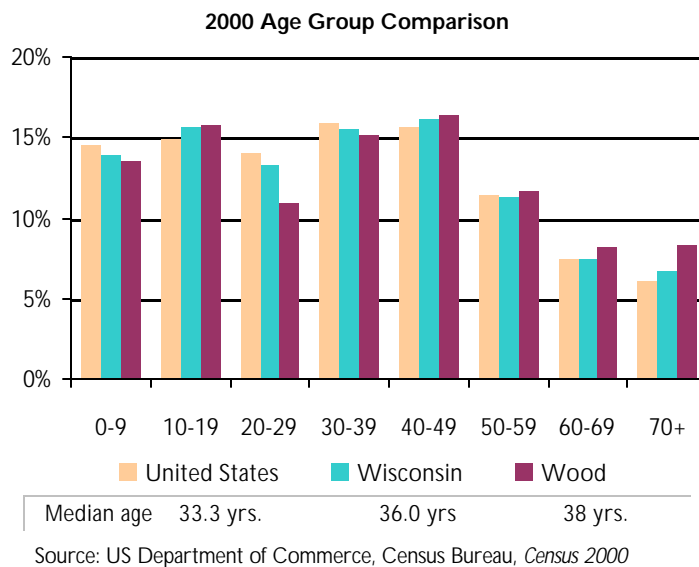


## State of Wisconsin - Wood County

After examining the sources and geographical distribution of Wood County's population, it is also informative to inquire into the age distribution of the local population. The bar graph to the right represents this distribution by using one bar to show what proportion of total population each age group accounts for.

Wood County tends to track Wisconsin in general terms. The state's median age (36.0 years) is well above the nation's (33.3 years), and the county's is even higher (38 years). This means that roughly half of the county's residents are over 38. If the dearth of 20- to 29-year-olds seems alarming at first, it should be noted that many non-metropolitan counties lose people in this age group who go elsewhere for school or a first job.

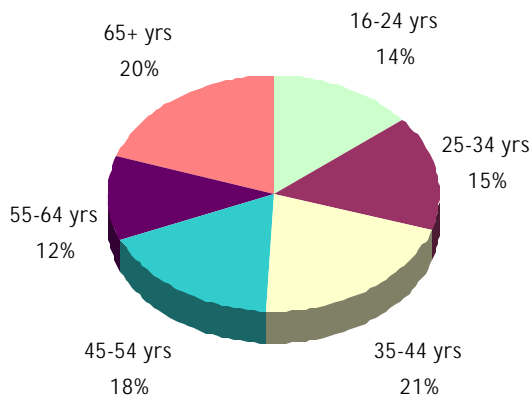
Tracking one group through several Censuses suggests that Wood County youths who depart do not return (or get replaced by contemporaries) at the same rate as other Wisconsin Counties. The 1970 Census reported 13,992 Wood County residents between the ages of 10 and 19. The 1980 Census reported 12,352 residents 20 to 29 years old. The 1990 Census reported 11,897 residents 30 to 39 years old. With almost none of the typical bounce,



the 2000 Census reported 11,932 residents aged 40 to 49 years. Also noticeable in the bar graph above is how Wood County becomes heavier in each age group over 40 when compared to the state and the nation. People 70 or more years old are probably more likely than others to be retired and are certainly more likely to demand more services than other age groups. The dynamics of age demographics cast some doubt on Wood County's ability to attract younger workers to provide those services.

## County Civilian Labor Force

**Wood County Labor Force Age Groups**

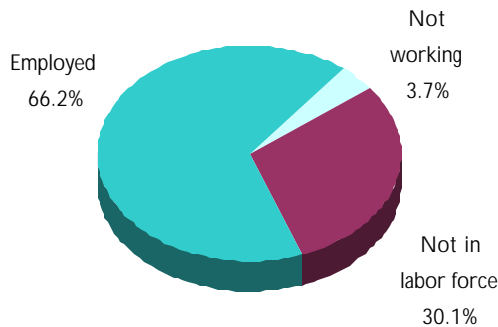


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Because many people do not seek or engage in employment after reaching the age of 65, the age distribution affects the prospects of employers seeking workers and workers scouting the competition. Those over 55 in the Wood County labor force are about 46 percent of the total labor force. The other labor force age cohorts (ages 16 through 54) take up the rest. This is about average for most of the other semi-rural counties of the state. Although in recent years, older workers have been returning to the labor force in increasing numbers, the exact number is hard to place and reliable statistics for the more rural areas of the state do not exist.

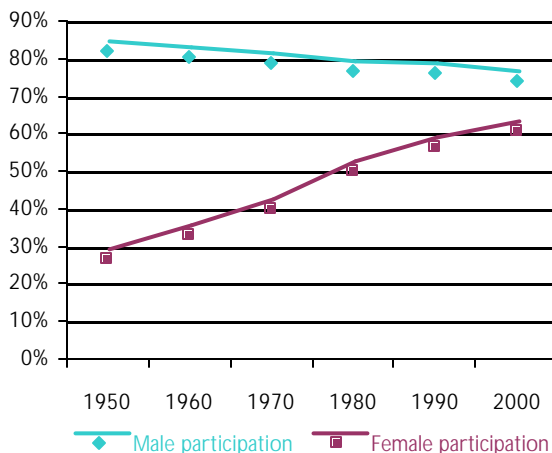


### 2001 Labor Force Participation



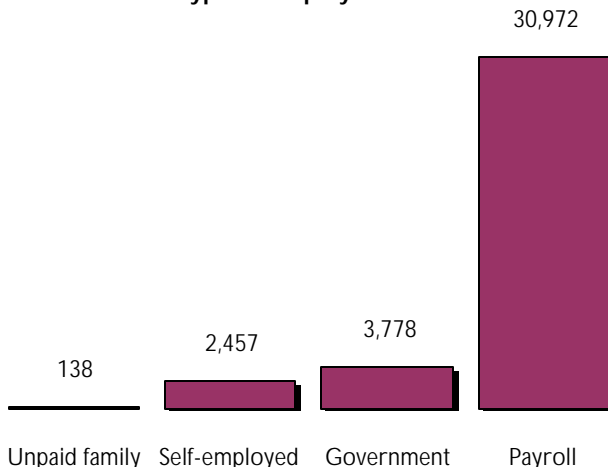
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment

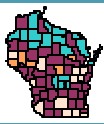


The labor force consists of two elements—people who are working (either full time or part time) and people who are not working but looking for work. People in the labor force may be first time entrants, workers released from their last job and seeking another, or those reentering the workforce after a period of time. Typical of the latter category are retired workers returning to work and female workers going back to work after a number of years, just to name two. “Not in the labor force” encompasses people who do not seek or engage in employment, such as students, at-home parents, retirees and people who abandon their job searches.

Over 66 percent of the people in the Wood County labor force are employed. This could be either full time or part time. This pattern is about the same as other rural areas of the state, and about the same as larger counties in the district. Those in the “not working” segment of the pie chart at the upper left are seen as in the labor force and looking for work, but not yet employed. The number of people in the labor force in Wood County went to about 40,600 in 2001 from about 40,000 in 1996. This is not a large increase over that period considering the size of the Wood County labor force.

The labor force participation rate is the proportion of the labor force eligible population that participates (works or looks for work). In 2001, 69.9 percent of Wood County's. This was higher than the national rate (66.9%) and lower than the statewide rate (72.8%). Age demographics discussed on page 2 seem likely to pull this figure down in the future.

Indeed, the middle graph on the left suggests that Wood County's participation rate would have started falling already were it not for females' increasing participation. Just after the Second World War, male participation rates (83%) were far above female rates (26.8%), but by 2000, male rates had lost a bit of ground (73.8%) and female rates had grown quite a bit (60.9). Over the same time period, male-dominated manufacturing occupations have ceded ground to service-industry occupations (see page 5, top table). Because women tend to live longer, earn less and have less seniority (for retirement and benefits), their participation rates might rise a bit more, but age demographics may limit this.



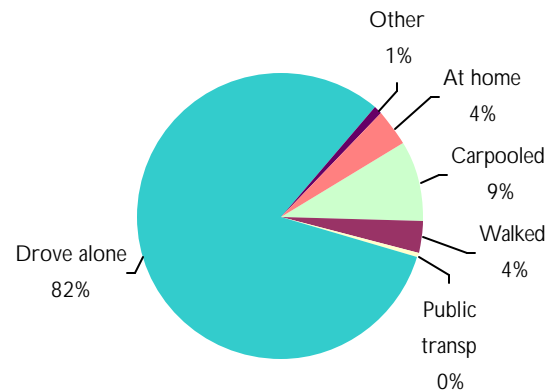
## State of Wisconsin - Wood County

The 2000 Census estimated that 36,803 Wood County residents worked, 85 percent of them in the Wood County, 15 percent of them in outside the county. Of those commuting out, 47 percent went to Portage County and nearly 27 percent went to Marathon County. The Census also estimated that 42,299 people worked in Wood County, and 26.1 percent of them commuted in from other counties.

It is impossible to say what kinds of jobs these workers are commuting to, or what their professions are. They may be stable, permanent types of jobs, such as professional employment, or perhaps jobs in the manufacturing in a neighboring county, perhaps a paper mill in Stevens Point or Whiting. They could be jobs that typically take a person some distance from home, like seasonal construction work. Recent improvements in the road systems into the county have made travel easier and less expensive than in years past, which can only make commuting more attractive.

Travel-to-work patterns reveal some interesting things about Wood County workers and their driving habits. Not surprisingly, most people drive to

**County Travel-to-Work Patterns**

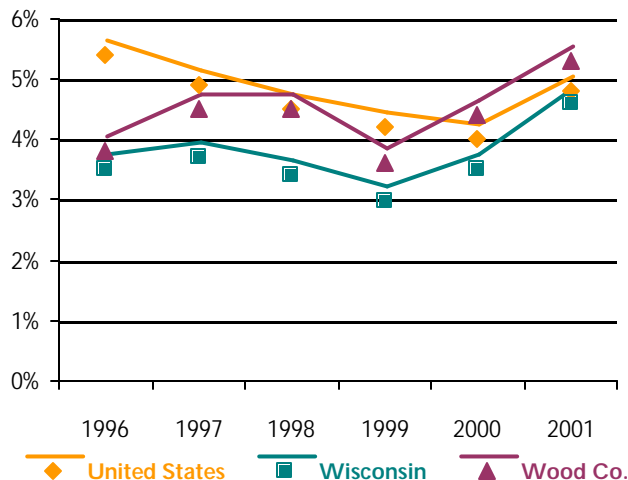


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

work alone. This is the pattern prevails throughout Wisconsin and the nation, even where carpooling is strongly encouraged. Just over nine percent of workers carpoolled. The percentage of people taking public transportation stands at zero due to the fact that bus service in the county does not exist.

The line graph to the left shows that Wood County's unemployment rates have generally followed state and national trends, with more pronounced fluctuations. Compared to certain periods of the 1970s and 1980s, the unemployment rates of the 2000-2001 were not extraordinarily high.

**Unemployment Rate Comparison**



As challenging as high unemployment rates can be, Wood County may be more concerned with a different trend. The table below shows that the labor force grew by roughly 600 people or half of one percent between 1996 and 2001. The table on page 5 shows that employers added roughly 3,300 jobs (an increase of 8 percent). Neither inbound commuting nor in-commuting seem likely to keep pace with job growth. A jump in birth rates (unlikely due to age demographics discussed on page 2) would take at least 15 (perhaps over 20) years to raise the labor force substantially and would take some parents out of the labor force immediately.

**Wood County Civilian Labor Force Data**

	1996	1997	1998	1999	2000	2001
Labor Force	40,000	40,400	40,200	39,000	39,900	40,600
Employed	38,400	38,600	38,400	37,600	38,100	38,500
Unemployed	1,530	1,800	1,810	1,410	1,760	2,140
Unemployment Rate	3.8%	4.5%	4.5%	3.6%	4.4%	5.3%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

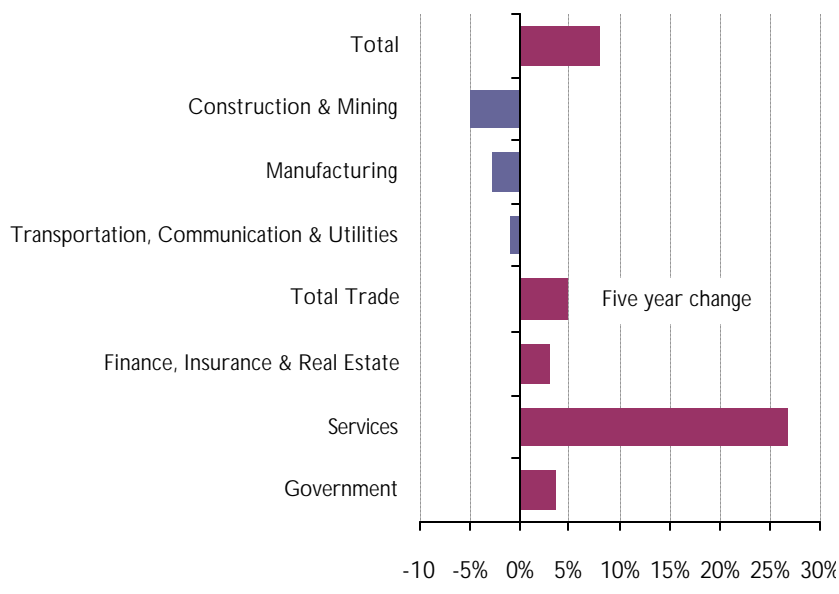
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	41,463	42,330	42,997	43,916	44,729	44,769	0.1%	8.0%
<b>Goods Producing</b>	11,734	11,501	11,719	11,999	11,811	11,373	-3.7%	-3.1%
Construction & Mining	1,647	1,649	1,806	1,840	1,702	1,565	-8.0%	-4.9%
Manufacturing	10,087	9,852	9,913	10,159	10,109	9,808	-3.0%	-2.8%
Durable	2,962	2,906	3,057	3,211	3,277	3,272	-0.2%	10.4%
Nondurable	7,125	6,946	6,856	6,948	6,832	6,536	-4.3%	-8.3%
<b>Service Producing</b>	29,729	30,829	31,278	31,916	32,918	33,396	1.4%	12.3%
Transportation, Communications & Utilities	3,262	3,278	3,195	3,205	3,250	3,235	-0.5%	-0.8%
Total Trade	9,159	9,453	9,379	9,853	9,608	9,606	0.0%	4.9%
Wholesale	1,429	1,404	1,455	1,484	1,482	1,431	-3.5%	0.1%
Retail	7,730	8,049	7,924	8,369	8,125	8,176	0.6%	5.8%
Finance, Insurance, and Real Estate	950	928	981	965	953	979	2.8%	3.1%
Services & Misc.	11,253	12,052	12,684	12,607	13,800	14,276	3.5%	26.9%
Total Government	5,105	5,118	5,038	5,286	5,308	5,299	-0.2%	3.8%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

The nonfarm wage and salary employment figures above estimate the number of jobs in Wood County that are paid through standard payroll systems. Categories reflect the nature of employers' businesses, not the employees' occupations. These estimates may show different trends than figures seen elsewhere in this profile because 1) data sets

come from different samples and different methodologies, 2) the number of jobs per resident can change if multiple-job holding changes, and 3) some jobs in Wood County are filled by residents of other counties (more people commute in than commute out).

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

The table above shows that Wood County gained roughly 3,300 jobs between 1996 and 2001 and that over 3,000 were in the service sector and nearly 450 were in retail trade. Because wages and hours vary between industries, one gained in retail does not necessarily equal one job lost in construction or manufacturing.

Wood County relies less heavily on manufacturing than some neighboring counties. Trade and service employment seem to be much more prominent to this area, whereas in other areas manufacturing employment would be closer to services & misc. employment. Even after strong growth in the late 1990s, durable goods manufacturing remains a small part of the overall employment picture, as does the finance, insurance and real estate industry, which faced more fluctuations.



## State of Wisconsin - Wood County

### Top 10 Employers

Company	Product or Service	Size
Marshfield Clinic	Health Care	1,000+
Stora Enso North America Corp.	Paper Products	1,000+
St. Joseph's Hospital of Marshfield	Health Care	1,000+
Roehl Transport Inc.	Interstate Trucking	1,000+
Domtar Corp.		1,000+
Figi's of Marshfield	Mail Order Gifts	1,000+
Wisconsin Rapids Public School	Public Education	1,000+
County of Wood	Public Employment	500-999
Marshfield Door	Building Components	500-999
Wick Building	Prefab Homes	500-999

### Top 10 Industry Groups

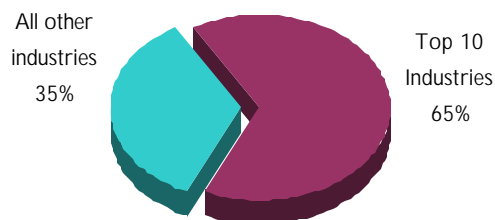
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	75	9,782	593	3,256
Paper and Allied Products	4	4,919	-486	-669
Educational Services	13	2,630	55	184
Trucking and Warehousing	66	2,453	26	-55
Eating and Drinking Places	131	2,021	-125	-137
Lumber and Wood Products	20	1,848	-93	338
General Merchandise Stores	15	1,719	522	568
Miscellaneous Retail	65	1,355	8	-121
Executive, Legislative, and General	31	1,322	45	-92
Automotive Dealers & Service Stations	70	1,194	-17	56

\*data suppressed to maintain confidentiality

### Top 10 Employers' Share of Nonfarm Employment



### Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The table at the top of the page lists Wood County's largest employers and one of its most salient features is that seven of the employers listed occupy 1,000 or more workers. The list also reflects the county's diversity, with manufacturing, small retail, a large hospital and a health care center. This mix of businesses is a source of economic strength for this area. Together, these employers account for 47% of the county's jobs.

The table in the middle of the page lists the county's ten largest industry groups. Together they account for 65 percent of the county's jobs. Though Wisconsin Rapids and Marshfield are similar in size, they are dominated by a slightly different industrial picture, with health care prevailing in the north and paper ruling the south. With health care adding jobs and the paper industry retrenching, this has implications for the distribution of workers and jobs.





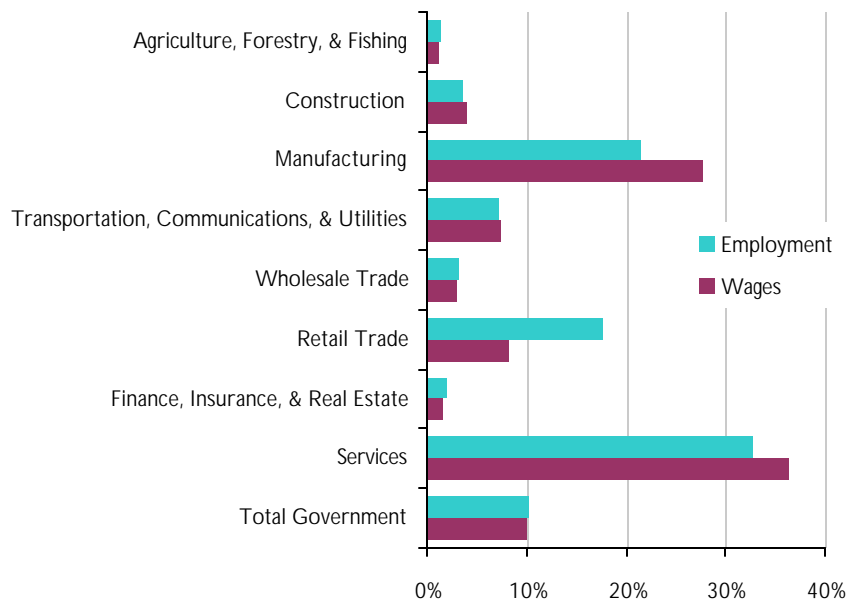
## State of Wisconsin - Wood County

The bar chart below shows what proportion of Wood County's total employment belongs to each industry and what share of the county's total wages comes from each industry. Because many retail jobs offer part-time work, it is not surprising that retail employers account for nearly 18 percent of employment and just over 8 percent of wages paid by employers in the county. Manufacturers (such as those in the paper industry) account for nearly 22 percent of employment and nearly 28 percent of wages. The service sector gap between employ-

ment and wages is smaller in Wood County than other counties in the area.

One element in the table below seems to stand out is the fourth column, indicating the *percent of the state average wage* paid in different industries in Wood County. The wage levels in Wood County in most of the industrial sectors compare very well with state levels. Manufacturing comes in at over seven percent above the state, which is high, especially when compared to some of the other counties of the River District. There is a wide variety of small and large manufacturing in Wood County, with most businesses paying very well. Retail trade is also a little higher than the state averages, but pay to individual workers in this industry is still well below that of most manufacturing workers in places like Wisconsin Rapids. Construction employment, usually one of the better paying sectors, compares very well with the rest of the state, and certainly better than the more rural counties of the Wisconsin River District. Wood County's finance, insurance and real estate workers earn less than that sector's workers elsewhere in the state. This is usually the case in areas that lack headquarters or major processing centers.

**Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

	Wood Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 33,040	\$ 30,922	106.9%	2.9%	23.7%
Agriculture, Forestry, & Fishing	\$ 27,219	\$ 22,565	120.6%	0.4%	-6.5%
Construction	\$ 37,271	\$ 39,011	95.5%	2.6%	24.2%
Manufacturing	\$ 42,567	\$ 39,739	107.1%	-2.8%	13.5%
Transportation, Communications, & Utilities	\$ 33,404	\$ 36,639	91.2%	-1.3%	14.0%
Wholesale Trade	\$ 31,547	\$ 40,521	77.9%	3.1%	24.7%
Retail Trade	\$ 15,484	\$ 14,596	106.1%	4.9%	29.2%
Finance, Insurance, & Real estate	\$ 26,132	\$ 40,933	63.8%	6.1%	21.0%
Services	\$ 36,815	\$ 28,775	127.9%	7.0%	39.2%
Total Government	\$ 32,402	\$ 33,785	95.9%	3.1%	18.4%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





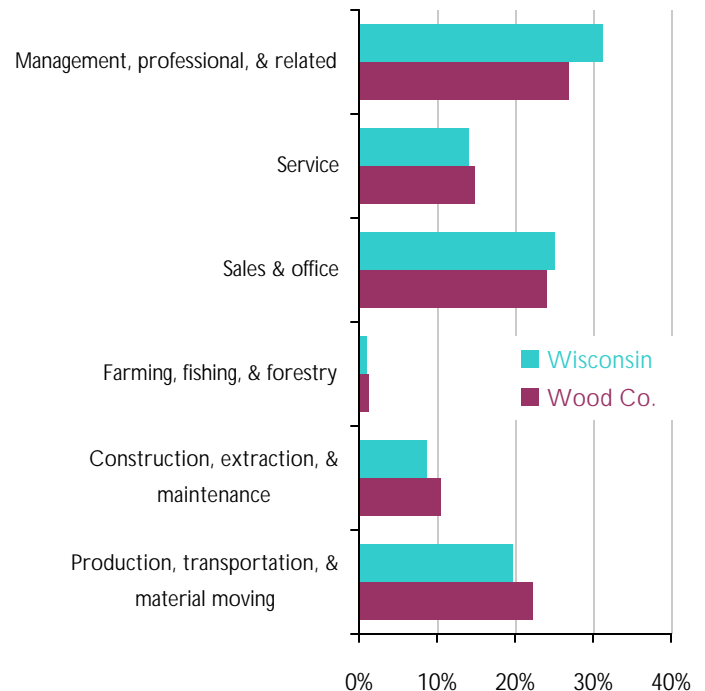
## Occupation and Education Characteristics of County Population

While previous sections classified jobs based on the nature of Wood County employers' businesses, this page classifies jobs by residents' occupations. This offers some insights into skill sets available and education required. In some ways, this information gives more detailed support for earlier analysis.

In spite of the growth in health services and cutbacks in the paper industry, Wood County remains well above the state and the nation in terms of proportion of residents working in production, transportation and material moving occupations as well as construction and maintenance occupations.. On the other side of the coin, Wood County low in people working in professional and related occupations, or management, business and finance occupations.

Contracting occupations are dominated by males (production is 73 percent male, transportation and material moving 80 percent male) and growing occupations are dominated by females (service occupations are 57 percent female, professional and related occupations are 62 female). If these occupations continue growing at recent rates and continue attracting more females than males, these trends could help boost Wood County's birth rates in several years. Other rural areas may have more difficulty attracting families.

Employment by Occupation Group: 2000

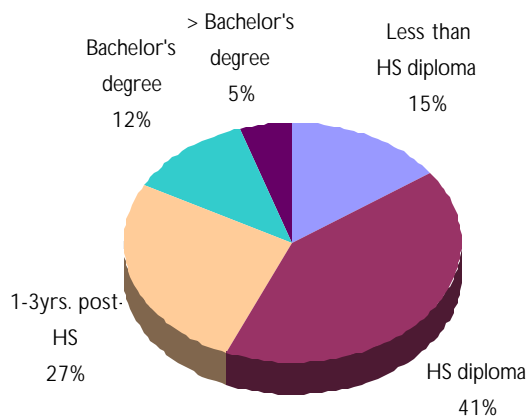


US Department of Commerce, Census 2000

Between the 1990 Census and the 2000 Census, the proportion of Wood County residents at least 25 years old reporting "some college, no degree" rose from 13.9 percent to 18.8 percent. This does not necessarily suggest an increase in dropout rates. The change could reflect an increase in people taking classes (to change careers or stay up to date in a current career) without intending to earn a degree. Employers often emphasize skill sets more than degrees. Office workers updating computer skills and manufacturing workers improving technical skills may find that targeted classes generate value more efficiently than comprehensive degree programs.

Over the same time period, the proportion of people reporting "less than 9th grade" education dropped from 11.6 percent to 6.1 percent and the proportion reporting Bachelor's degrees edged up from 8.9 percent to 11.8 percent. Wood County's manufacturing background helps explain why it is above state and national averages for high school diplomas and associates degrees but below state and national averages for bachelor's degrees and graduate or professional degrees.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

The 2000 Census reported that Wood County's median income was \$41,595 in 1999, or 101 percent of the statewide figure. This represents a substantial increase from the 1990 Census, which reported 1989 median household income of \$29,735, or 95 percent of the statewide figure.

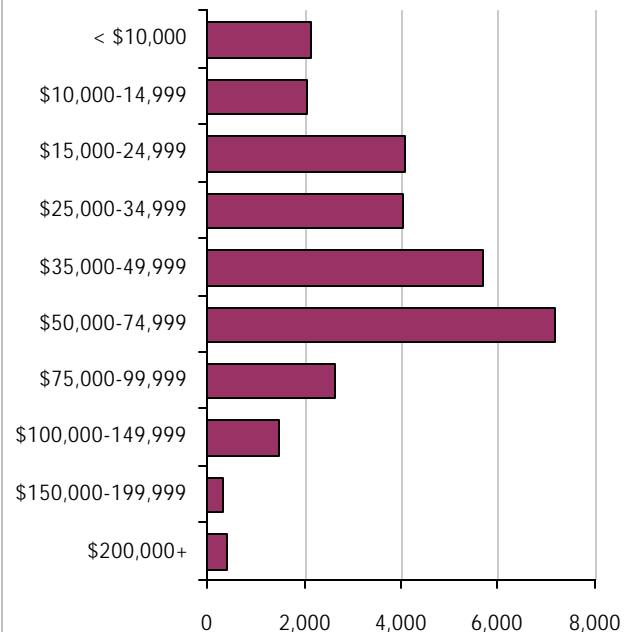
The graph to the right shows how many Wood County households fell in each income bracket. Generally, this closely tracks statewide trends, with Wood County being somewhat lower than the state in below \$10,000 and \$100,000 to \$149,000 range and being somewhat higher in the ranges between \$35,000 and \$74,999.

Wages (reported on page 7) are only one source of income. Others include government benefits, pensions, investment returns and income from self-employment and proprietorships. Increases in multiple job holding and increases in household size could increase household income faster than average wage per job was growing.

Wood County's total income divided by its population yielded a per capita personal income (PCPI) of \$28,669 in 2000. (See lower left graph.) This was 2 percent above Wisconsin's PCPI and 23 percent higher than PCPI for Wisconsin's nonmetropolitan counties (as a group).

### Households by Income Range

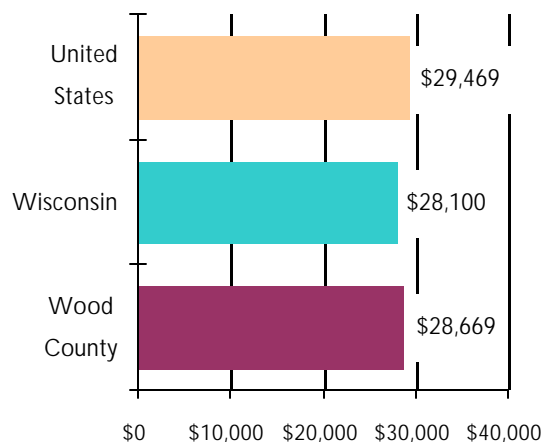
Median household income in Wood Co. \$41,595



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The graph on the bottom right shows that each source of PCPI accounted for a typical proportion of Wood County's PCPI. As the share of the population in retirement increases, the proportion of PCPI from net earnings (typically associated with employment) will fall, giving way to PCPI from transfer payments (such as Social Security) and dividends, interest and rent (pension or retirement).

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

